



PETER HIWILEPO
Finance Executive
Pupkewitz Motors



Data-Driven Dealerships: Turning Numbers into Competitive Advantage

*A Thought Leadership
Perspective from Pupkewitz
Motors*

Peter Hiwilepo, Finance Executive for the Pupkewitz Motors Group, puts it in simple terms: “The automotive retail industry has never been more competitive. Customers are more informed, margins are tighter, and every decision carries financial consequences. In this environment, success is no longer determined solely by the vehicles we sell. It is determined by how intelligently we operate.”

The dealerships that will lead tomorrow are not necessarily the largest. They will be the ones that make

better decisions, faster, and with greater confidence. That ability comes from one source: data.

From Information to Insight

Many businesses have access to vast amounts of information. The challenge is not collecting more data; it is knowing what to do with the data already available.

A truly data-driven dealership does not drown in reports and dashboards. Instead, it focuses on identifying meaningful signals and turning them into action.



This means using real-time information to understand sales performance, workshop productivity, inventory movement, customer behaviour, and business trends. It means spotting risks before they become problems and identifying opportunities before competitors do.

Most importantly, it means creating a culture where decisions are supported by evidence rather than assumptions.

Understanding the Customer Better

Customer expectations continue to evolve. Most customers now conduct significant research before ever entering a showroom, and they expect personalised experiences rather than generic interactions.

Data allows dealerships to better understand customer needs, preferences, and buying patterns. It helps us engage with customers at the right time, with the right message, through the right channel.

This is not about collecting information for the sake of it. It is about remaining relevant.

A dealership that understands its customers better will retain them longer, improve loyalty, and create experiences that customers remember and recommend.

Operational Excellence Starts with Visibility

Every area of a dealership benefits from data-driven decision-making. From workshop utilisation and parts inventory to vehicle sales, customer retention, and working capital management, data provides a complete view of the business.

Often, what appears to be the problem is merely the symptom.

A workshop may feel busy, leading management to believe additional technicians are required. However, deeper analysis may reveal that the real issue is scheduling inefficiencies or underutilised capacity. In such cases, the data prevents unnecessary costs and helps unlock greater productivity from existing resources.

As the saying goes, the devil is in the detail — and the detail lives in the data.

Technology as an Enabler

Technology should simplify business, not complicate it.

The role of technology is to automate routine processes, connect systems, improve visibility, and provide decision-makers with timely and reliable information.

Artificial intelligence and business intelligence platforms are increasingly becoming valuable tools in this journey. Their purpose is not to replace people but to enhance decision-making, accelerate analysis, and improve productivity.

Technology creates value when it helps people make faster, smarter, and better-informed decisions.

Building a Data-Driven Culture

Technology alone does not create a data-driven organisation. People do.

For data to become part of everyday decision-making, leaders must lead by example. When data consistently forms part of discussions, reviews, and strategic decisions, it signals its importance throughout the organisation.

The objective is not to replace experience or intuition. Experience remains invaluable. Data simply strengthens it.

The most successful organisations combine the wisdom of experienced professionals with the objectivity of evidence-based decision-making.

Looking Ahead

The future of automotive retail belongs to businesses that can collect, connect, interpret, and act on information effectively.

Predictive forecasting, customer lifecycle management, dynamic pricing, and AI-assisted decision-making are rapidly becoming part of modern dealership operations.

The question is no longer whether data will shape the future of the industry. It already is. The real question is whether we are using it to proactively shape our future or merely reacting to change as it happens.

At Pupkewitz Motors, we believe data and technology should help us make sharper decisions, create better customer experiences, and build stronger, more sustainable businesses.

Because while data provides the insight, people remain the driving force behind every successful organisation. 🚗